

FIG. 1

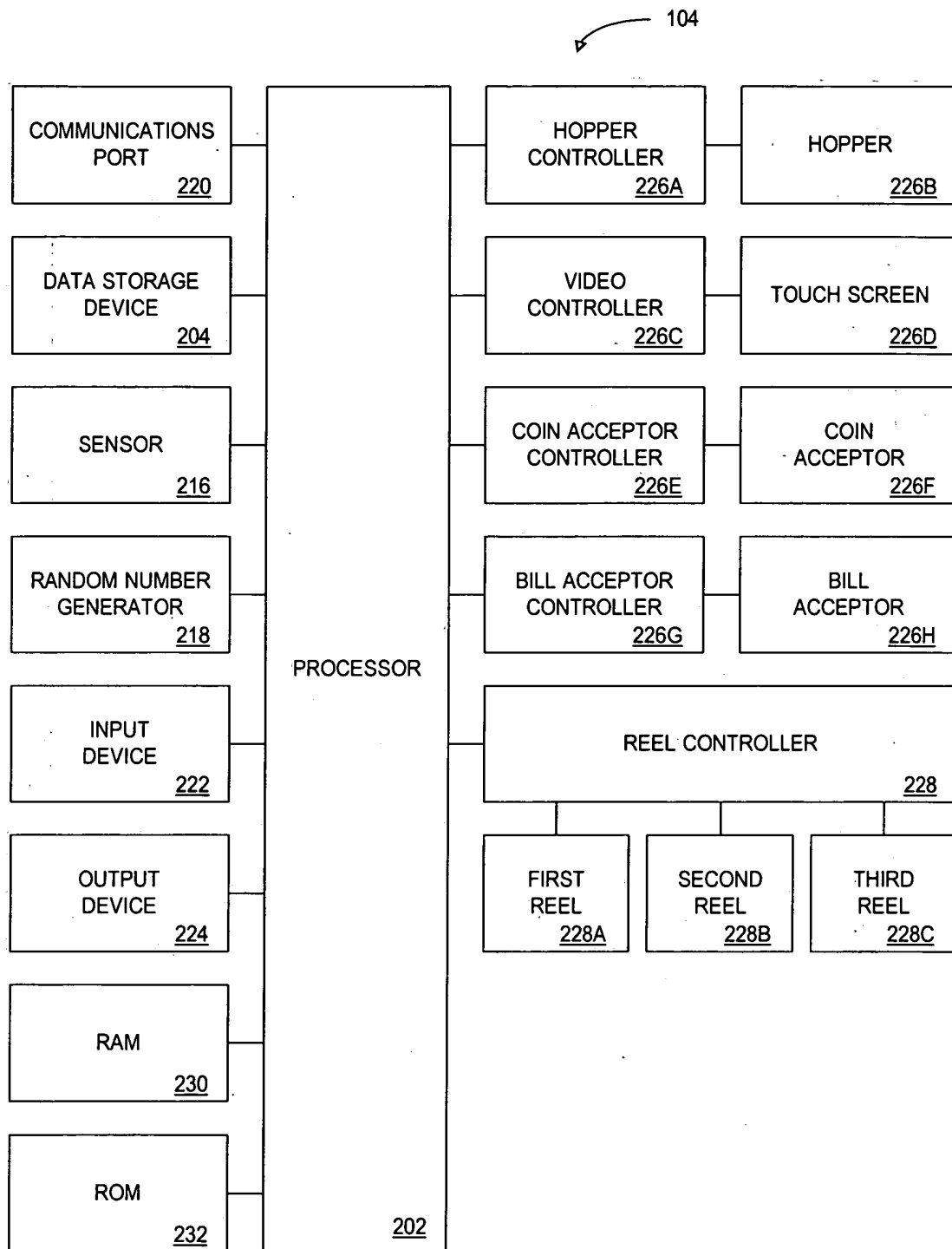


FIG. 2

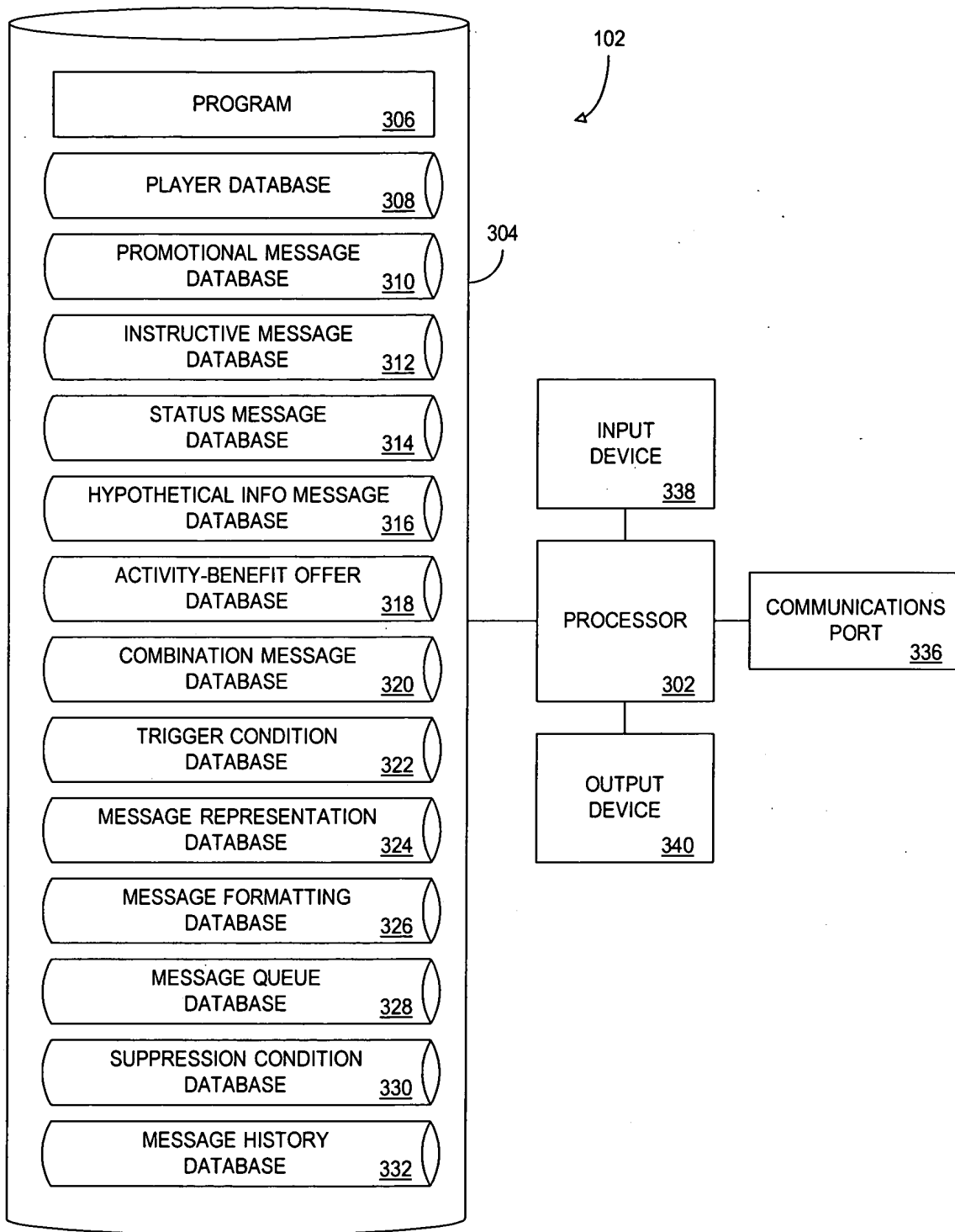


FIG. 3

PLAYER IDENTIFIER 400	NAME 402	COMP POINTS 404	CURRENT ACTIVITY 406	NOTES 408
PLAYER-1-02834555	ANNE RED	1,846 POINTS	OPERATING SLOT MACHINE #12	ENJOYS TRAVELLING, HAS VISITED MEXICO THREE TIMES IN LAST YEAR
PLAYER-2-02834555	JEFF YELLOW	8,902 POINTS	OPERATING VIDEO POKER MACHINE #57	AGE 66, RETIRED MECHANICAL ENGINEER LOVES GADGETS
PLAYER-3-02834555	JIM BLUE	579 POINTS	OPERATING SLOT MACHINE #81	AGE 50, AVID READER OF SCIENCE FICTION BOOKS AND COMIC BOOKS
PLAYER-4-02834555	ANONYMOUS	N/A	OPERATING SLOT MACHINE #175	N/A
PLAYER-5-02834555	JOHN GREEN	2,984 POINTS	OPERATING COMP KIOSK #82	JUST BOUGHT A NEW HOUSE, HAS A SIX MONTH OLD BABY
PLAYER-6-02834555	MARY PURPLE	3,371 POINTS	PLAYING AT BLACKJACK TABLE #23, POSITION #2	AGE 25, ENJOYS MOUNTAIN BIKING, DRIVES A 1983 TOYOTA TERCEL

FIG. 4

PROMOTIONAL MESSAGE IDENTIFIER	PROMOTIONAL MESSAGE
PROMO-1-85923475	"GET TWO STEAK DINNERS FOR THE PRICE OF ONE AT ALICE'S RESTAURANT"
PROMO-2-85923475	"ACME LAUNDRY DETERGENT IS OFFERING A FREE ONE-YEAR SUPPLY OF LAUNDRY DETERGENT TO THE NEXT PERSON TO WIN A JACKPOT ON A RASCALLY RABBIT SLOT MACHINE"
PROMO-3-85923475	"BUY THIS TRAVEL ALARM CLOCK FOR ONLY \$9.99" <INCLUDES PICTURE OF ALARM CLOCK AND LIST OF FEATURES>
PROMO-4-85923475	"CONGRATULATIONS! YOU QUALIFY FOR A 20% DISCOUNT ON TICKETS TO THE CHAMPIONSHIP BOXING MATCH TONIGHT. WOULD YOU LIKE TO BUY TICKETS?"
PROMO-5-85923475	"WOULD YOU LIKE TO SIGN UP FOR A FREE 3-MONTH SUBSCRIPTION TO 'AUTOMOBILE FUN' MAGAZINE?"
PROMO-6-85923475	"WOULD YOU LIKE TO ACTIVATE AUTO-PLAY MODE FOR A COST OF ONLY 5 COINS?"
PROMO-7-85923475	"WOULD YOU LIKE TO PURCHASE A HOTEL ROOM FOR TONIGHT FOR 500 COMP POINTS?"

FIG. 5

INSTRUCTIVE MESSAGE IDENTIFIER	INSTRUCTIVE MESSAGE
INSTR-1-642985152	"PRESS AND HOLD THE SPIN BUTTON FOR TEN SECONDS TO ACTIVATE 'AUTO-PLAY' MODE"
INSTR-2-642985152	"IF YOU BET 3 COINS PER SPIN, THEN YOU GET TO USE AN IMPROVED PAYOUT TABLE WITH A BIGGER MAXIMUM JACKPOT"
INSTR-3-642985152	"IF YOU CRACK OPEN AN EGG WITH AN ALLIGATOR IN IT, THE BONUS ROUND ENDS"
INSTR-4-642985152	"GETTING A STRAIGHT PAYS 4 COINS; GETTING A STRAIGHT FLUSH PAYS 50 COINS"
INSTR-5-642985152	"TO CHECK THE VOICEMAIL IN YOUR HOTEL ROOM, PRESS THE 'CHECK MESSAGES' BUTTON ON THE LEFT SIDE OF THIS GAME MACHINE"

FIG. 6

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STATUS MESSAGE IDENTIFIER	STATUS MESSAGE
STATUS-1-56189345	"YOU CURRENTLY HAVE X COMP POINTS" <WHERE X IS FILLED IN BASED ON PLAYER DATABASE>
STATUS-2-56189345	"RED SOX 9, YANKEES 5, BOTTOM OF THE 8TH INNING"
STATUS-3-56189345	"BALANCE BONUS IS ENABLED. YOU WILL EARN 1 COIN FOR EVERY 15 MINUTES THAT YOU KEEP YOUR CREDIT BALANCE ABOVE 100 COINS."
STATUS-4-56189345	"YOUR TABLE FOR TWO AT BILL'S RESTAURANT IS READY"
STATUS-5-56189345	"YOU HAVE EARNED ENOUGH COMP POINTS TO RECEIVE A HOTEL ROOM."

FIG. 7

HYPOTHETICAL INFORMATION MESSAGE IDENTIFIER	HYPOTHETICAL INFORMATION MESSAGE
800	802
HYP-1-093275126	"IF YOU HAD ONLY BET 1 COIN INSTEAD OF 3 COINS LAST SPIN, YOU WOULD HAVE ONLY WON 10 COINS INSTEAD OF 40."
HYP-2-093275126	"IF YOU HAD BEEN USING BETTING THE DON'T MODE, YOU WOULD HAVE WON YOUR LAST 5 SPINS."
HYP-3-093275126	"IF YOU HAD BEEN USING A PLAYER TRACKING CARD, YOU WOULD HAVE EARNED 527 COMP POINTS TODAY, ENOUGH FOR A FREE DINNER AT ALICE'S RESTAURANT."
HYP-4-093275126	"IF YOU DIDN'T HAVE GAMBLING LOSS INSURANCE , YOU WOULD HAVE LOST 500 COINS IN THE LAST HOUR."
HYP-5-093275126	"IF YOU HAD BEEN PLAYING IN SPEED PLAY MODE, YOU COULD HAVE WON THIS JACKPOT IN 45 MINUTES INSTEAD OF 1.5 HOURS."

FIG. 8

ACTIVITY-BENEFIT OFFER IDENTIFIER	ACTIVITY	BENEFIT
<u>900</u>	<u>902</u>	<u>904</u>
OFF-1-23480923	PLAY AT LEAST 20 GAMES ON A RASCALLY RABBIT SLOT MACHINE	5 CREDITS
OFF-2-23480923	SIGN UP FOR 3-MONTH TRIAL SUBSCRIPTION TO TRAVEL MAGAZINE	ACTIVATION OF 3D GRAPHICS MODE FOR NEXT 48 HOURS
OFF-3-23480923	PURCHASE A BOOK FROM CONGO.COM DURING THE NEXT 2 WEEKS	DOUBLE JACKPOT VALUES FOR NEXT 100 GAMES
OFF-4-23480923	ANSWER 10 SURVEY QUESTIONS ABOUT HEART DISEASE	ONE FREE GAME
OFF-5-23480923	TEST DRIVE A FORD DURING NEXT MONTH	\$5.00 CASH, DISPENSED BY GAME MACHINE
OFF-6-23480923	PURCHASE A BOOK FROM CONGO.COM DURING THE NEXT 2 WEEKS	INSTANT MESSAGING ENABLED ON GAME MACHINES
OFF-7-23480923	SIGN UP FOR A GRAND BANK CREDIT CARD	IMMEDIATE ENTRY INTO BONUS ROUND ON GAME MACHINE
OFF-8-23480923	SIGN UP FOR A GRAND BANK CREDIT CARD	FREE TOASTER OVEN
OFF-9-23480923	TEST DRIVE A FORD AND SIGN UP FOR A GRAND BANK CREDIT CARD	6 FREE MEALS AT ALICE'S RESTAURANT

FIG. 9

COMBINATION MESSAGE IDENTIFIER 1000	COMBINATION MESSAGE 1002
COMBO-1-84151451	"THE ONLY WAY TO WIN THE MAXIMUM JACKPOT IS BY BETTING 3 COINS PER SPIN. WOULD YOU LIKE TO INCREASE YOUR BET SIZE TO 3 COINS PER SPIN?"
COMBO-2-84151451	"YOUR PLANE FLIGHT TO RETURN HOME TO CLEVELAND LEAVES IN 3 HOURS. WOULD YOU LIKE TO CHECK IF YOU CAN CATCH A LATER FLIGHT?"
COMBO-3-84151451	"YOUR CONTRACT FOR DOUBLE PAYOUTS WILL EXPIRE IN 5 MINUTES. IF YOU AGREE TO SWITCH YOUR LONG DISTANCE TELEPHONE PROVIDER, THEN YOUR CONTRACT FOR DOUBLE PAYOUTS WILL BE EXTENDED FOR AN ADDITIONAL 15 MINUTES.
COMBO-4-84151451	"YOUR DINNER RESERVATION IS READY. WOULD YOU LIKE TO ACTIVATE AUTO-PLAY MODE TO OPERATE THIS GAME MACHINE WHILE YOU ARE AT DINNER?"
COMBO-5-84151451	"IF YOU HAD BEEN PLAYING A GOLDEN EGG VIDEO POKER MACHINE, YOU WOULD HAVE WON \$39 LAST HOUR. WOULD YOU LIKE TO CHANGE THIS SLOT MACHINE INTO A GOLDEN EGG SLOT MACHINE?"

FIG. 10

322A →

TRIGGER CONDITION FOR OUTPUTTING MESSAGE 1100A	MESSAGE(S) TO OUTPUT 1102A
(END_OF_GAME) AND (PRIORITY_OF_NEXT_MESSAGE_IN_QUEUE >= 300)	NEXT MESSAGE IN QUEUE
(PLAYER_EARNS_COMP_POINTS) AND (NEW_NUMBER_OF_COMP_POINTS > 2000) AND NOT(MESSAGE_ALREADY_OUTPUT (STATUS-5-56189345))	STATUS-5-56189345
(HATCH_EGG_BUTTON_PRESSED_AFTER_ROUND_OVER > 3 TIMES) (BONUS_ROUND_OVER) AND	INSTR-3-642985152
(PLAYER_CASHES_OUT_OF_GAME_MACHINE)	NEXT 3 MESSAGES IN QUEUE
(PLAYER_IS (PLAYER-2-02834555)) AND (DATE = 7/15/2002) AND (TIME_OF_DAY = 3:05PM)	COMBO-2-84151451
(PLAYER_WINS_PRIZE) AND (PRIZE_VALUE >= 100 COINS)	ANY PROMOTIONAL MESSAGE
(GAMES_PLAYED_WITHOUT_ENTRY_INTO_BONUS_ROUND = 100) AND (NOT (MESSAGE_ALREADY_OUTPUT (OFF-7-23480923)) OR (MESSAGE_IN_QUEUE (OFF-8-23480923)))	OFF-7-23480923

FIG. 11A

322B

TRIGGER CONDITION FOR OUTPUTTING MESSAGE 1100B	MESSAGE(S) TO OUTPUT 1102B
(TIME_SINCE_LAST_MESSAGE_OUTPUT = 15 MINUTES)	NEXT MESSAGE IN QUEUE
(NEARBY_PLAYER_WINS_JACKPOT)	OFF-3-23480923
(COMMUNICATION_MESSAGE_TO_PLAYER_INCLUDES_TEXT ("CAR"))	PROMO-5-85923475
(PLAYER_MAKES_DINNER_RESERVATION_AT_ALICES_RESTAURANT)	OFF-9-23480923 AND HYP-3-093275126
(TIME = 10:00PM) AND (HOTEL_OCCUPANCY_RATE < 50%) AND (PLAYER_NOT_STAYING_AT_HOTEL) AND (NUMBER_OF_COMP_POINTS > 500)	PROMO-7-85923475
(COMMUNICATION_MESSAGE_RECEIVED) AND NOT(CURRENTLY_IN_BONUS_ROUND)	ANY COMMUNICATION MESSAGES RECEIVED

FIG. 11B

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MESSAGE IDENTIFIER 1200	TEXT REPRESENTATION AVAILABLE? 1202	SPANISH TEXT REPRESENTATION AVAILABLE? 1204	AUDIO REPRESENTATION AVAILABLE? 1206	SPANISH AUDIO REPRESENTATION AVAILABLE? 1208
PROMO-1-85923475	YES	YES	YES	NO
INSTR-5-642985152	NO	NO	YES	YES
STATUS-2-56189345	YES	YES	NO	YES
HYP-1-093275126	YES	NO	YES	NO
OFF-5-23480923	YES	YES	YES	YES
COMBO-3-84151451	NO	YES	NO	NO

FIG. 12

MESSAGE FORMATTING DATABASE FOR PLAYER-1-02834555				
MESSAGE CATEGORY 1300	TYPE OF PARTITION OR WINDOW 1302	COLOR OF MESSAGE BORDER 1304	MESSAGE TITLE 1308	SOUND UPON OUTPUT 1310
FEATURES ON GAME MACHINES	HEADER	GREEN	"FEATURES"	BEEP
COMMUNICATION MESSAGES FROM SKIBUM@AOL.COM	MESSAGING WINDOW	LIGHT BLUE	"SKIBUM SAYS:"	TELEPHONE RING
ALL OTHER COMMUNICATION MESSAGES	MESSAGING WINDOW	DARK BLUE	NONE	NONE
HOTEL, RESTAURANT, AND TRAVEL MESSAGES	POP-UP WINDOW	RED	TIME OF DAY	PARROT SQUAWK
SPORTS SCORES	SCROLLING FOOTER	N/A	NAME OF SPORT	NONE
COMP POINTS	POP-UP WINDOW	RED	CURRENT BALANCE OF COMP POINTS	RINGING BELL MELODY

FIG. 13

328A

POSITION IN MESSAGE QUEUE <u>1400A</u>	MESSAGE TO OUTPUT <u>1402A</u>	PRIORITY OF MESSAGE <u>1404A</u>
1	STATUS-4-56189345	456
2	PROMO-1-85923475	289
3	INSTR-1-642985152	95

FIG. 14A


328B

POSITION IN MESSAGE QUEUE <u>1400B</u>	MESSAGE TO OUTPUT <u>1402B</u>	PRIORITY OF MESSAGE <u>1404B</u>
1	STATUS-4-56189345	456
2	HYP-3-093275126	321
3	PROMO-1-85923475	289
4	INSTR-1-642985152	95

FIG. 14B

SUPPRESSION CONDITION	1500	RESULT OF SUPPRESSION	1502	TRIGGER CONDITION FOR DELAYED OUTPUT (IF APPLICABLE)	1504
(CURRENT_GAME_STATE = "BONUS_ROUND")		DELAY UNTIL TRIGGER CONDITION		(BONUS_ROUND_OVER) AND (BONUS_PRIZE_VALUE < 100 COINS)	
(NUMBER_OF_MESSAGES_IN_LAST_15_MINUTES > 5)		DELAY UNTIL TRIGGER CONDITION		(TIME_SINCE_LAST_MESSAGE_OUTPUT = 15 MINUTES)	
PLAYER_DOES_NOT_SPEAK (MESSAGE_LANGUAGE (CURRENT_MESSAGE))		CANCEL MESSAGE		N/A	
((CURRENT_TIME - LOGON_TIME) < 5 MINUTES) AND (CREDIT_BALANCE > 10 CREDITS))		DELAY UNTIL TRIGGER CONDITION		(CREDIT_BALANCE <= 10 CREDITS) OR (AVERAGE_RATE_OF_PLAY < 6 GAMES/MINUTE)	
((ALREADY_OUTPUT_TO_PLAYER (CURRENT_MESSAGE)) OR (ALREADY_OUTPUT_TO_PLAYER (MESSAGES_SIMILAR_TO (CURRENT_MESSAGE))))		CANCEL MESSAGE		N/A	
(AVERAGE_RATE_OF_PLAY > 10 COINS/MINUTE)		DELAY UNTIL TRIGGER CONDITION		(TIME_BETWEEN_SPINS > 8 SECONDS)	
(DO_NOT_DISTURB_BUTTON_PRESSED) AND (MESSAGE_PRIORITY < 200)		PUT MESSAGE IN QUEUE		N/A	
MICROPHONE_ON_GAME_MACHINE_SENSES (PLAYER_IS_SPEAKING)		DELAY UNTIL TRIGGER CONDITION		(SPIN_BUTTON_PRESSED)	

FIG. 15



MESSAGE THAT WAS OUTPUT 1600	RECIPIENT OF MESSAGE 1602	TIME WHEN MESSAGE WAS OUTPUT 1604	PLAYER'S RESPONSE TO MESSAGE (IF ANY) 1606
PROMO-1-85923475	PLAYER-1-02834555	8/16/01 1:47PM	N/A
OFF-3-23480923	PLAYER-2-02834555	8/16/01 1:50PM	OFFER ACCEPTED
HYP-3-093275126	PLAYER-3-02834555	8/16/01 2:01PM	PLAYER SIGNS UP FOR PLAYER TRACKING CARD
STATUS-1-56189345	PLAYER-4-02834555	8/16/01 2:03PM	N/A
PROMO-7-85923475	PLAYER-4-02834555	8/16/01 2:03PM	PLAYER PURCHASES HOTEL ROOM FOR THE NIGHT
COMBO-4-84151451	PLAYER-5-02834555	8/16/01 2:05PM	"NO, THANK YOU"
INSTR-4-642985152	PLAYER-2-02834555	8/16/01 2:09PM	N/A

FIG. 16

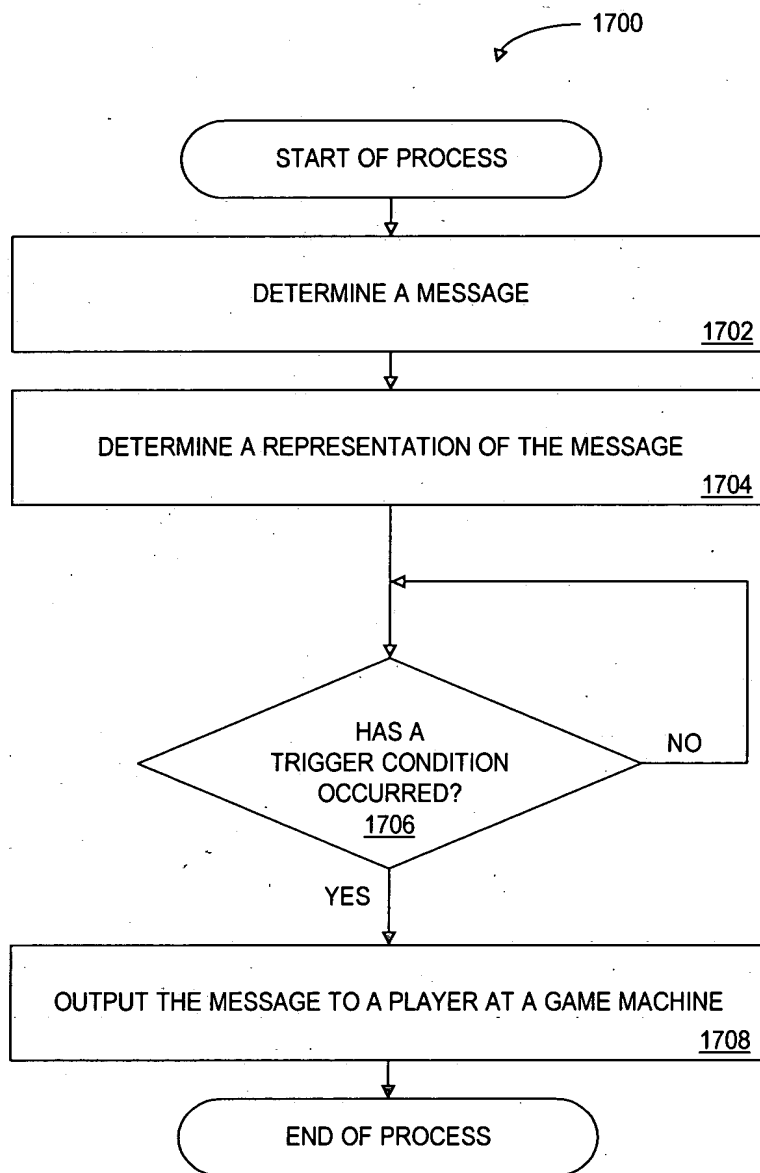


FIG. 17